

62

[1959]

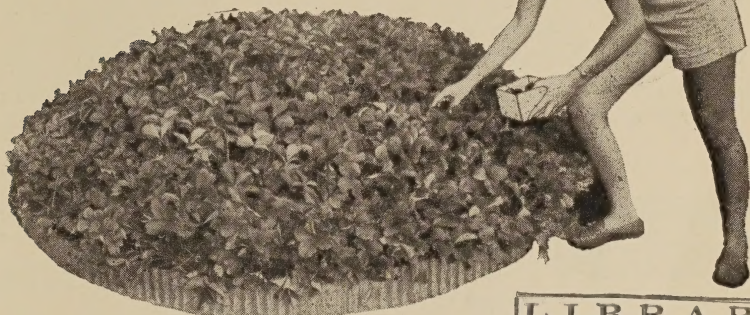
Fr

HILLCREST GARDENS

ALBERT LEA, MINNESOTA

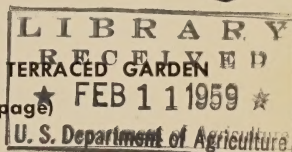
FRESH STRAWBERRIES

from your own
back yard!



6 FOOT CORRUGATED, GALVANIZED STEEL TERRACED GARDEN

(description and price, inside page)



Planted with

The AMAZING

RED RICH STRAWBERRY

WONDER EVERBEARING



THE FIVE STAR EVERBEARING STRAWBERRY

- * Sweet As Sugar
- * Ideal Freezing
- * Delicious Flavor
- * Heavy Yielding
- * Enormous Size

Patented
Plant Patent No. 993

Bears a Quart to the Plant First Season

Two Full Crops Second Season

Licensed Propagators and Exclusive National Distributors
of Potted RED RICH Strawberry Plants
(any other distributor is sub-licensed)

HARRY E. RUBLE & SONS

STRAWBERRIES — RASPBERRIES — CHRYSANTHEMUMS — PHLOX
GLADIOLUS — HYBRID TOMATO PLANTS

RED RICH

**We Are Licensed Propagators of RED RICH and Have Exclusive National Rights
For the Propagation and Distribution of Potted Plants**

Any other supply of potted RED RICH Strawberry plant is one of our sub-licensed co-operators.

RED RICH is a patented plant (Plant Patent No. 993) and is sold under contract for the personal use only of the purchaser. It is unlawful to sell, give away or otherwise dispose of any plant reproduced.

This Trade Mark Protects You.



The illustration shown at the left represents the mark by which genuine RED RICH Strawberry plants are identified. This trade mark has been adopted and registered by the licensed propagators and is the sign by which RED RICH is known to be genuine.

Since it was introduced in 1950, when it was acclaimed the best of all everbearers RED RICH has grown in popularity by well deserved merit in plant development, reproduction of new plants and heavy production of fruit of unsurpassed size and quality. Each succeeding year the demand for the plants has exceeded the supply. ORDER YOURS EARLY.



**Crate of Field Run RED RICH
Strawberries**

*RED RICH is hardy, giving good results in Canada and Alaska.

*A large plant, glossy green leaves, upright fruit stems, beautiful appearance; makes fine border plant.

*Recommended as the best everbearer by Horticultural authorities.

*Fruits, rich dark red to the core; delicious flavor; sweet as sugar; pleasing aroma.

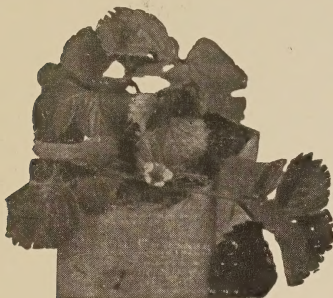
*The best for desserts, preserving, freezing; freezes whole, never mushy.

Reproduces freely; a good plant maker; resistant to disease.

*Planted in the spring, bears in the fall; will pay for itself in fruit the first season; two full crops the following year.

POTTED STRAWBERRY PLANTS

Grow faster — Make stronger and better plants — Reproduces new plants and bear fruit earlier — Can be planted anytime throughout the year and they will all grow as they are growing when you get them. No loss of plants.



The potted plant you will receive will look similar to the illustration on the left. Some will be in bud and bloom. They are already growing and all you have to do is to plant the peat pot and all, carefully setting the plant into the ground being sure to firm the soil well around the plant. Remove all blossoms from the plant until July 1st then let them begin to fruit and they will begin bearing by August first and continue well into October.

POTTED PLANTS are shipped in $2\frac{1}{4}$ " peat pot and are well rooted and growing, ready to start off after being set in the ground. **They are very satisfactory especially if dry conditions prevail at the time of arrival. If you are not ready to set them at once they may be held for days until you are ready to plant them so long as the soil on the plants is kept moist. They are especially adapted to long distance shipments.**

In co-operation with the Research Department of the Division of Horticulture, University of Minnesota, all of our potted plants are sprayed with ENDRIIN for the elimination and control of mites and other injurious insects which are found on all strawberry plants and which often prevent proper performance in Plant growth and fruit production. They are also sprayed with CAPTAN for the control of fungus growths. These insect and fungus free plants grow faster and give increased fruit production.

PRICES OF "RED RICH" STRAWBERRY PLANTS

BARE ROOT PLANTS — 12, \$2.95; 25, \$5.00; 50, \$8.50; 100, \$15.00; 250, \$32.00. Prepaid prices unless otherwise noted.

POTTED PLANTS — 2" peat pot, 12, \$3.75; 25, \$7.00; 50, \$12.00; 100, \$20.00. 100 plants by express, not prepaid, \$15.00.



Single plant of Red Rich



Field of Red Rich

WAYZATA EVERBERRY



WAYZATA—The everbearer supreme; superior to others in size, flavor and productivity. A shy reproducer of runner plants, it is especially adapted to the hill system of planting. Originator's stock; genuine, true-to-name.



HE EATS THEM LIKE AN APPLE

BARE ROOT PLANTS—

25, \$3.00; 50, \$5.50; 100, \$10.00

POTTED PLANTS—

25, \$5.00; 50, \$8.50; 100, \$15.00. 100 by express, not prepaid, \$11.00.



Picking Everbearing Strawberries in October

GEM (Early)—Large fruit, excellent for canning or freezing. A very good yielder.
PRICE: for field grown plants, 25, \$2.00; 50, \$3.50; 100, \$5.00.

SUPERFECTION—Medium size fruit. Sweet red to the core. Makes a very good plant. Reproduces freely. Excellent for home gardens. **Price:** 25, \$2.00; 50, \$3.50; 100, \$5.00.

SUPERZATA—Much the same as Wayzata only it tends to throw out runners. The fruit is larger. Red to core. Has a wonderful aroma. **Price:** 25, \$2.00; 50, \$3.50; 100, \$5.00.

ROCK HILL & 20th CENTURY—Both good Everbearers. Berries uniform in size.
Price: 25, \$1.75; 50, \$2.50; 100, \$4.00

Our plants have been inspected and found to be free of injurious insects and disease

NOTICE

With every order for \$5.00 or more, received by March 1st, we will include FREE—4 new Minnesota Chrysanthemums. Two 1958 introductions; Princess, deep rose; Minnehaha, salmon pink; and two 1959 introductions: Tonka, deep yellow double; Prairie Moon, White with yellow center. Plants which regularly sell for 75c apiece.—\$3.00 value FREE !!!

ORDER TODAY

Hillcrest Gardens, Albert Lea, Minnesota

JUNE BEARING VARIETIES

DUNLAP (Early)—An old standard. Fruit medium size, dark red. Resists drouth and cold weather better than most varieties.

ROBINSON (Midseason)—Known as the finest commercial June bearing variety. Good for canning, freezing, preserving.

PREMIER (Early)—Very early; somewhat earlier than Dunlap. Produces large, bright red berries heavily. One of the best.

Any of above—25, \$1.40; 50, \$2.10; 100, \$3.10

RASPBERRY PLANTS

BIG RED LATHAM—King of red raspberries. Hardy, vigorous; outyielding all others.

SUNRISE—2 weeks earlier, fine raspberry aroma. Easy to pick. Hardy & disease resistant. **Price on above two: 12, \$2.50; 25, \$4.25; 50, \$8.00; 100, \$15.00.**

AUNT MARY'S EVERGREEN WHITE SWEET CORN—The most delicious sweet corn grown. Large ears of sweet and juicy tender kernals. The best for table, freezing or canning purposes.

Large packet, sufficient seed for 50 hills or more, 50c; one pound. \$1.25 prepaid.

CERTIFIED F-1 HYBRID TOMATO PLANTS

The Everbearing Tomato

- | | |
|---|---------------------------|
| ● Bears Fruit Earlier | ● Fruit Uniform and Meaty |
| ● Fewer Seeds | ● Bears 'Til Frost |
| 8 Plants, 95c; 18 Plants, \$1.95, prepaid | |

TRANSPLANTS—Large, greenhouse grown, cold frame hardened plants bear earlier than standard varieties and continue bearing until frost. The everbearing tomato. Beautiful in appearance, uniform in shape and size, few seeds. Our plants are grown from F-1 hybrid seed and not to be confused with plants grown from the cheaper second cross F-2 seed which will not give equal results. When ordering please mention approximate date wanted. Plants available about April 20. but weather conditions may delay growth of the plant 10 days. **Prices prepaid, 8 plants, \$.95; 18 plants, \$1.95; 50, \$3.00; 100, \$7.00.**

POTTED HYBRID TOMATOES (same as above), ready about May 1st. Not prepaid; shipped by express. Be sure to give express shipping point. **25 plants, \$4.00; 50, \$7.00; 100, \$12.50.**

WISCONSIN 55 TOMATO PLANTS — Not a hybrid. The best of all the ordinary tomato plants. Medium early, heavy producer of large symmetrical fruits which continue to ripen until frost kills the vines. Foliage is good and the plant is quite blight resistant.

12 Plants, 95c; 25, \$1.65; 100, \$4.95



Mr. and Mrs. Chuck Ruble admiring one of
Mrs. Ruble's arrangements

Its easy to raise prize winning Gladiolus from our young, high crowned bulbs. Disease free and state inspected. The following varieties are the best in their color classes.

LAVENDER PRINCE—Lavender

GENE—Ruffled Yellow

SANS SOUCI—Bright Red

FRIENDSHIP—Light Pink

FLORENCE NIGHTINGALE—Pure White

PACTOLUS—Buff with scarlet blotch

SPIC & SPAN—Dark Pink

Prices: 1 dozen, \$.98; 3 dozen, \$2.50; 100 bulbs, \$6.00. These are all labeled

RAINBOW MIXTURE—Not labeled.

Prices: 25, \$1.50; 50, \$2.75; 100, \$5.00.

These are all large bulbs 1 1/4 inches in diameter and larger. **All prices post paid**

HARDY EARLY BLOOMING CHRYSANTHEMUMS

Planted in the spring these hardy perennials will make large plants smothered with beautiful blooms in August, September and October. Most of the varieties make good cut flowers for home and table bouquets. All varieties early to mid-season.

PREFERRED MINNESOTA VARIETIES

Variety	Color	Height*	Time of Blooming**
ADORABLE	Rose Pink	Medium	Midseason
ALGONQUIN	Radiant Yellow	Medium	Midseason
AURORA	Red	Medium	Early
AUTUMN BEAUTY	Reddish Chestnut	Medium	Early
AVALANCHE	Pure White	Medium	Early
BARBARA SMALL	Pinkish Lavender	Tall	Midseason
BETTY	Soft Cardinal	Tall	Late
BOUNTIFUL	Carmine to Oxblood	Medium	Midseason
BRONZE GIANT	Large Bronze	Tall	Midseason
BRONZE YELLOW	Yellowish Bronze	Medium	Midseason
BUTTERBALL	Bright Yellow	Low	Early
BUTTON MAROON	Maroon, PomPom	Low	Early
CARNIVAL	Burnt Orange	Tall	Midseason
CHIPPEWA	Aster Purple	Tall	Midseason
CHIKUITA	Yellow PomPom	Low	Midseason
DAHLIAMUM	Wine Colored	Medium	Early
DEE DEE AHRENS	Large White	Medium	Midseason
DR. LONGLEY	Double Pink	Medium	Early
EARLY GOLD	Golden Yellow	Medium	Early
EARLY KATHLEEN	Good Yellow	Medium	Early
EGG SHELL	Egg Shell Pink	Tall	Late
EUGENE WANDERER	Golden	Medium	Midseason
FLASHLIGHT	Red & Old Gold	Tall	Late
FOOTBALL BRONZE	Incurved Bronze	Tall	Midseason
GEORGE LUXTON	Soft Bronze	Medium	Early
GLACIER	Pure White	Medium	Early
GOLDEN FANTASY	Golden Yellow	Low	Early
HARVEST BRONZE	Golden Bronze	Low	Early
KING MIDAS	Bright Yellow	Medium	Early
LADIES CHOICE	Ivory Pink	Tall	Midseason
LILAC	Lilac Color	Medium	Early
MAROON 'N GOLD	Maroon and Gold	Low	Early

MESABI	Rust Colored	Tall	Midseason
MINNEBRONZE	Bronze	Low	Early
MINNEPINK	Pink	Low	Early
MINNEHAHA	Salmon Colored Rose	Medium	Early
MOONGLOW	Bright Yellow	Medium	Midseason
MURIEL RICE	Buttercup Yellow	Tall	Midseason
OLIVE LONGLAND	Salmon Pink	Tall	Midseason
ORANGE	Orange	Low	Midseason
ORCHID SPOON	Orchid	Medium	Midseason
PATRICIA LEHMAN	Salmon Pink	Tall	Midseason
PINK BOUQUET	Rose Pink	Tall	Midseason
PIPESTONE	Large Bright Bronze	Medium	Midseason
POHATCONG	Deep Pink	Tall	Midseason
PRAIRIE SUNSET	Rose Pink	Medium	Early
PRINCESS	Old Gold-Gold Tipped	Medium	Early
PURPLE SPOON	Soft Purple	Tall	Midseason
PRINCESS KAY	White	Medium	Early
REAL GOLD	Golden Orange Yellow	Medium	Midseason
RED GOLD	Bronzy Scarlet	Medium	Early
RED HAWK	Dragen's Blood Red	Medium	Early
RED VELVET	Velvety Red	Low	Midseason
ROSE PINK	Rose Pink	Tall	Midseason
RUTHANN LEHMAN	Canary Yellow	Medium	Midseason
SEPTEMBER DAWN	Bright Rose Pink	Medium	Midseason
VIOLET	Dwarf Violet	Low	Midseason
VULCAN	Dark Red	Medium	Early
WANDA	Raspberry Pink	Tall	Midseason
WENONAH	Light Lavender	Medium	Early
WHITE CLOUD	Large White	Medium	Early

*Low—up to 12 inches; medium—12 to 18 inches; tall—over 18 inches.

**Early—before September 1; midseason—September 1 to 15.

Prepaid Prices: 3, labeled, \$1.50; 6, \$2.50; 12, \$4.00. Not labeled, 3, \$1.25; 6, \$2.25; 12, \$3.50.

If interested in larger quantities send for a complete list and wholesale prices on 100 or more.

NEW 1959 MINNESOTA INTRODUCTIONS

PRAIRIE MOON —Creamy white, double-flowered variety with large blossoms 24-30 inches in height.

TONKA—A large flowered fully double, deep yellow variety. 20 inches in height. A real beauty.

SOME SUGGESTIONS THAT WILL HELP YOU TO PRODUCE BIG CROPS OF LARGE LUSCIOUS FRUIT FROM RED RICH, OR ANY OTHER STRAWBERRY PLANTS JUST AS WE CLAIM FOR THEM.

We have occasional reports of improper performance of the RED RICH strawberry plants in sizes of the fruit and abundance of fruit production which could be caused by soil deficiencies or other agents. The soil deficiencies may be corrected by having the soil analyzed and providing the proper fertilizer as recommended by the soil analyst if a deficiency is apparent.

But there are two other causes of major concern which conspire to cause improper performance of the plants which may be easily corrected by proper care which will give them an opportunity to develop healthy growth and to bear fruit of large size, abundantly, just as we claim they will in the price list.

FIRST—RED RICH will not produce fruit of large size abundantly unless given plenty of room for growth and development. Do not over crowd the plants. Plant them at least two feet apart each way and when new plants begin to form on the runners from the mother plant space them at least one foot from the old plant and do not allow plants to grow less than one foot from the old plant. If allowed to become too numerous in a matted row production of fruit will be curtailed and small seedy berries or none at all may result.

SECOND—A more serious cause for improper performance of RED RICH strawberries is the presence of red spiders and/or Cyclamen mites. The mites are so small that they are invisible to the naked eye and can only be detected with the aid of a magnifying glass but they may cause untold damage if the plants are heavily infested. They will produce only small seedy fruits or the blossoms may not at all develop into fruit. All strawberry plants are more or less infested with the Cyclamen mites and the RED RICH seems to be especially susceptible as a host to both the mites and red spiders. The mites and spiders may be eliminated simply by spraying the plants with a mixture of $\frac{1}{2}$ teaspoonful of ENDRIN (a powerful insecticide) thoroughly mixed in one quart of water. This mixture may be applied on small plantings with an ordinary quart size hand sprayer delivering the spray as thoroughly as possible to the underside of the leaves of the plants as well as to the upper sides.

The plants should be sprayed at least twice at intervals of 10 days to two weeks **AND BEFORE THE PLANTS BEGIN TO SET FRUIT** (before the fruits begin to form) as the material is highly toxic and adheres to surfaces to which it is applied for an indefinite period of time. Two sprayings before the plants begin to set fruit should be effective for the control of the spiders and mites. We have derived these conclusions by co-operative research with the State Department of Agriculture and the Department of Entomology of the University of Minnesota during the winter and spring of 1955 and the season of 1955-56. The concentration of the spray material and the period of spraying is recommended by the research workers of the Hort. Dept., U. of M. All of the potted plants shipped out by us have been sprayed with ENDRIN and are certified to be free from spiders, Cyclamen mites and other injurious insects.

Caution should be used in preparing the spray material not to get insecticide on the hands, face or body as it is highly irritant to the skin but is extremely effective for the material is highly toxic and adheres to surfaces to which it is applied for an inhale any of the fumes of the spray. If any of the material lodges on the skin of the user it should be thoroughly washed off immediately.

ENDRIN is usually sold only in quantities of one gallon or more but only a small amount is necessary to spray 100 or more plants. For the convenience of our customers who are unable to get the material in small quantities we have prepared it in 4 oz. and 8 oz. bottles at \$1.25 for the 4 oz. and \$2.00 for the 8 oz. prepaid.

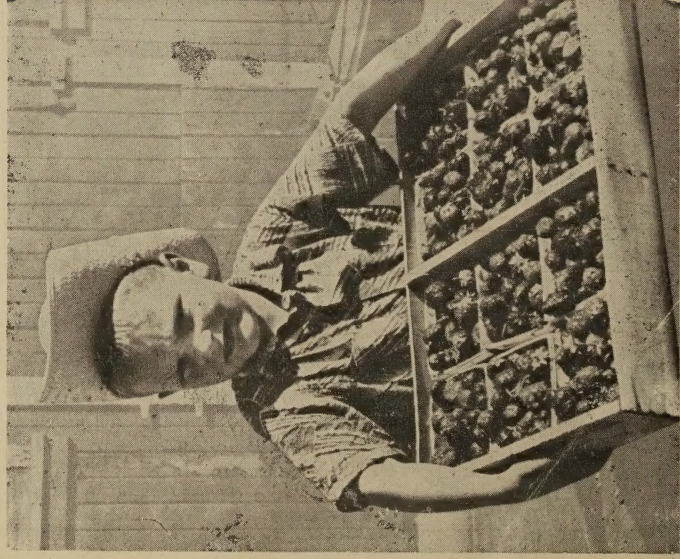
The use of a good insecticide is also beneficial in promoting fruit production. We use CAPTAN which gives effective control of fungi and materially increases fruit production. We make 5 applications a week apart starting the latter part of April using a rounded teaspoonful of the material to one quart of water spraying the plants with the material so that they are well covered with the spray. We can supply the Captan if you are unable to get it elsewhere. *Price, 2 pound bag, \$2.50 prepaid.*

Either 6 ft. Pyramid with 50 Superfection strawberry plants, \$12.95; with 50 RED RICH \$17.95.

HILLCREST GARDENS

HARRY E. RUBLE & SONS

Albert Lea, Minnesota



Bringing in a Crate of Berries

Library
Bibliography Division
U. S. Dept. of Agriculture
Washington 25, D. C.

